

Electronic Acknowledgement Receipt

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| EFS ID: | 5605732 |
| Application Number: | 10022558 |
| International Application Number: | |
| Confirmation Number: | 3759 |
| Title of Invention: | Audiovisual system and method for displaying segmented advertisements tailored to the characteristic viewing preferences of a user |
| First Named Inventor/Applicant Name: | William P. Price |
| Customer Number: | 35219 |
| Filer: | Bruce S. Itchkawitz/Heide Young |
| Filer Authorized By: | Bruce S. Itchkawitz |
| Attorney Docket Number: | A0819 |
| Receipt Date: | 29-JUN-2009 |
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| Time Stamp: | 18:03:48 |
| Application Type: | Utility under 35 USC 111(a) |

Payment information:

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|--|-------------------------------|
| Submitted with Payment | yes |
| Payment Type | Credit Card |
| Payment was successfully received in RAM | \$540 |
| RAM confirmation Number | 4614 |
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Charge any Additional Fees required under 37 C.F.R. Section 1.16 (National application filing, search, and examination fees)

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File Listing:

| Document Number | Document Description | File Name | File Size(Bytes)/ Message Digest | Multi Part /.zip | Pages (if appl.) |
|-----------------|------------------------|----------------------------------|--|------------------|------------------|
| 1 | Notice of Appeal Filed | WESDIG_069A_NOTICE_OF_APPEAL.pdf | 39428 967795a60470944b4808be029a8181c37c0b113 | no | 1 |

Warnings:

Information:

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|---|--|----------------------------------|--|-----|---|
| 2 | | WESDIG_069A_PRE_APPEAL_BRIEF.pdf | 270298 d3e6c02a01400b46dc819c14500b6a4d271ec9 | yes | 5 |
|---|--|----------------------------------|--|-----|---|

Multipart Description/PDF files in .zip description

| Document Description | Start | End |
|--|-------|-----|
| Amendment/Argument after Notice of Appeal | 1 | 1 |
| Applicant Arguments/Remarks Made in an Amendment | 2 | 5 |

Warnings:

Information:

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|---|-------------------------|--------------|---|----|---|
| 3 | Fee Worksheet (PTO-875) | fee-info.pdf | 29998 53b5699bf6ca0531675221a095075497c2a04861 | no | 2 |
|---|-------------------------|--------------|---|----|---|

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Total Files Size (in bytes): 339724

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If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

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